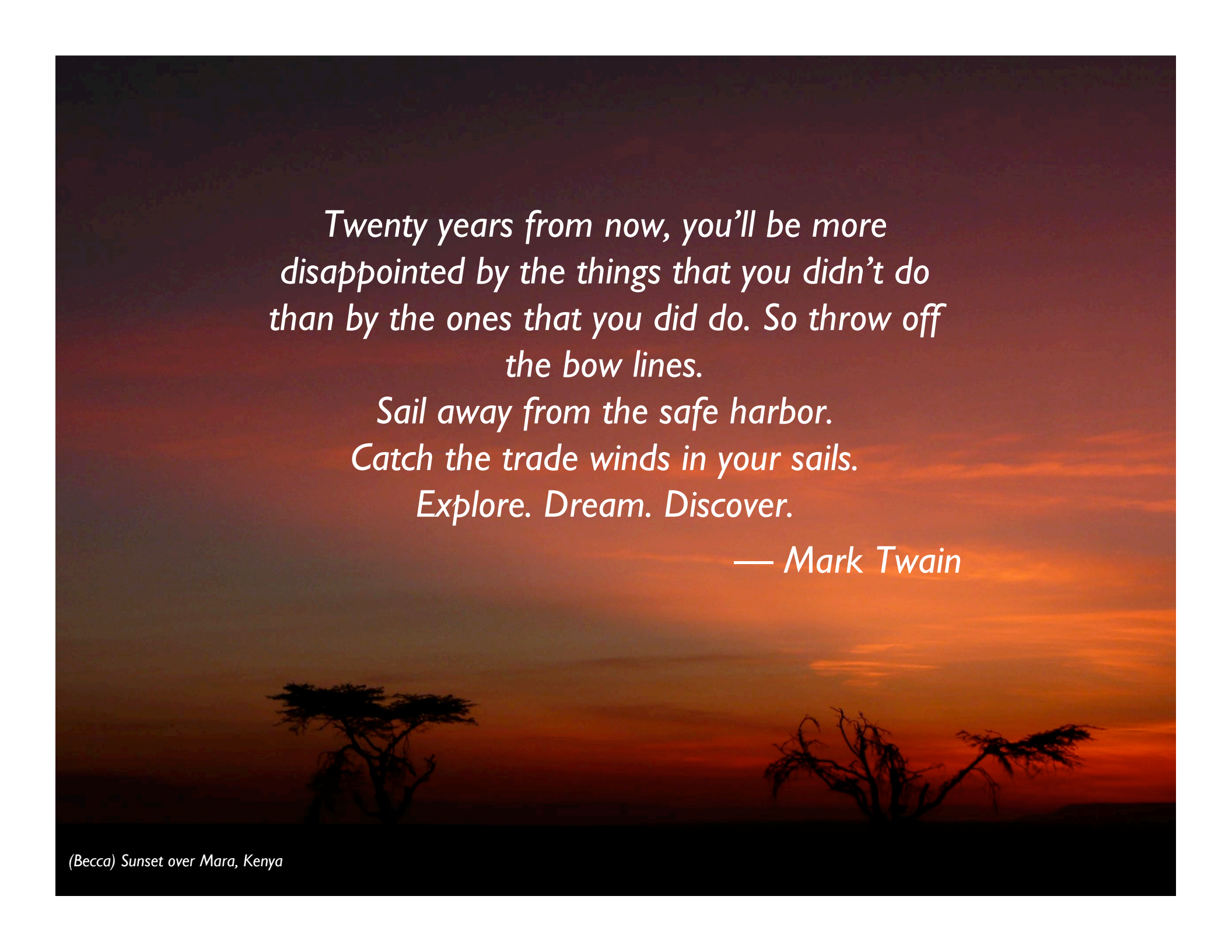


# The Essential Geo-Traveler



Alexis Sanford. Spot Inquiry.  
March 2009.

The background of the image is a photograph of a sunset over a savanna. The sky is a gradient of dark purple at the top, transitioning through orange and yellow to a bright orange near the horizon. Silhouettes of acacia trees are visible against the bright part of the sky. The text is overlaid on the upper half of the image.

*Twenty years from now, you'll be more  
disappointed by the things that you didn't do  
than by the ones that you did do. So throw off  
the bow lines.*

*Sail away from the safe harbor.  
Catch the trade winds in your sails.  
Explore. Dream. Discover.*

*— Mark Twain*



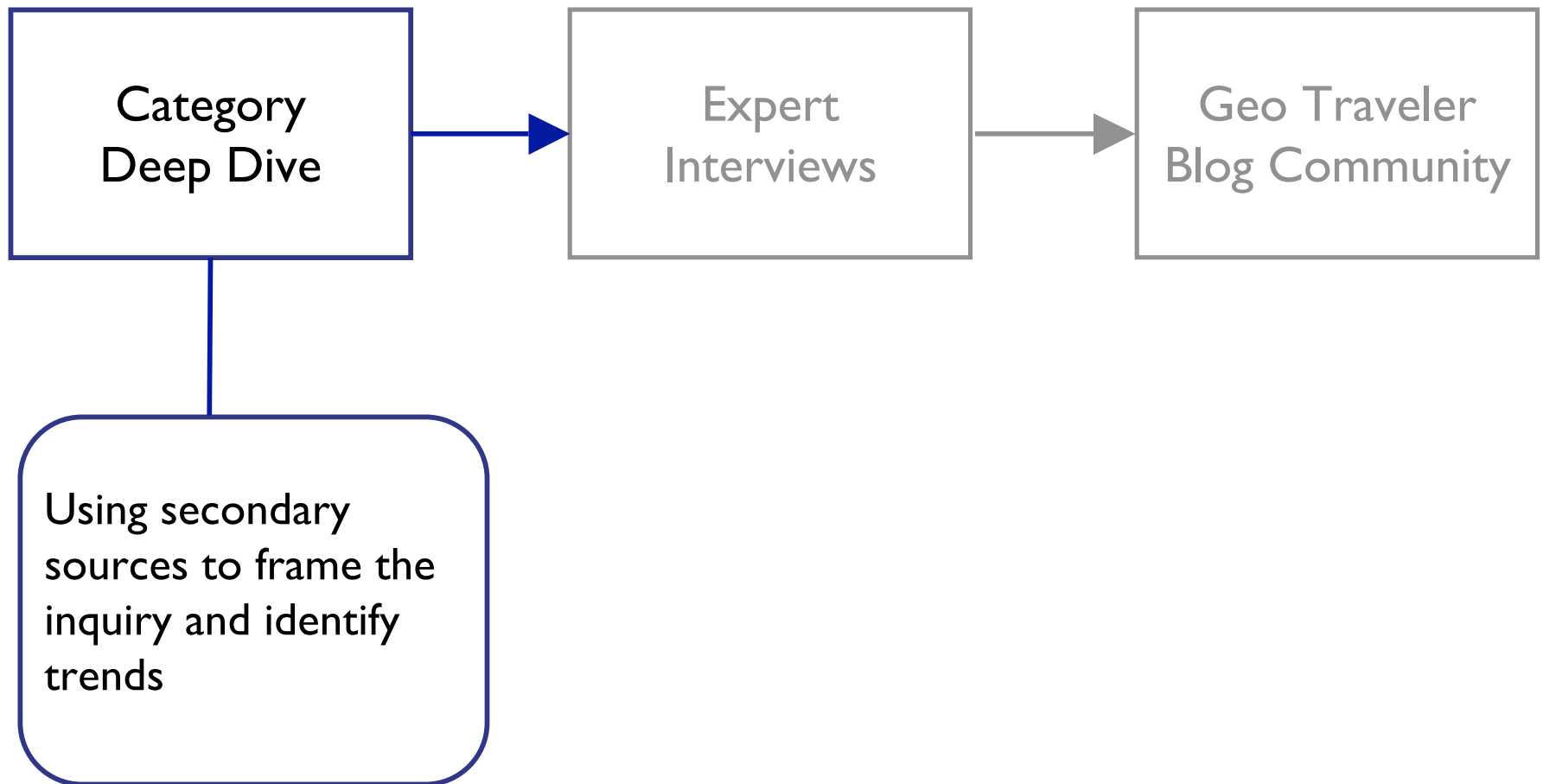
Background



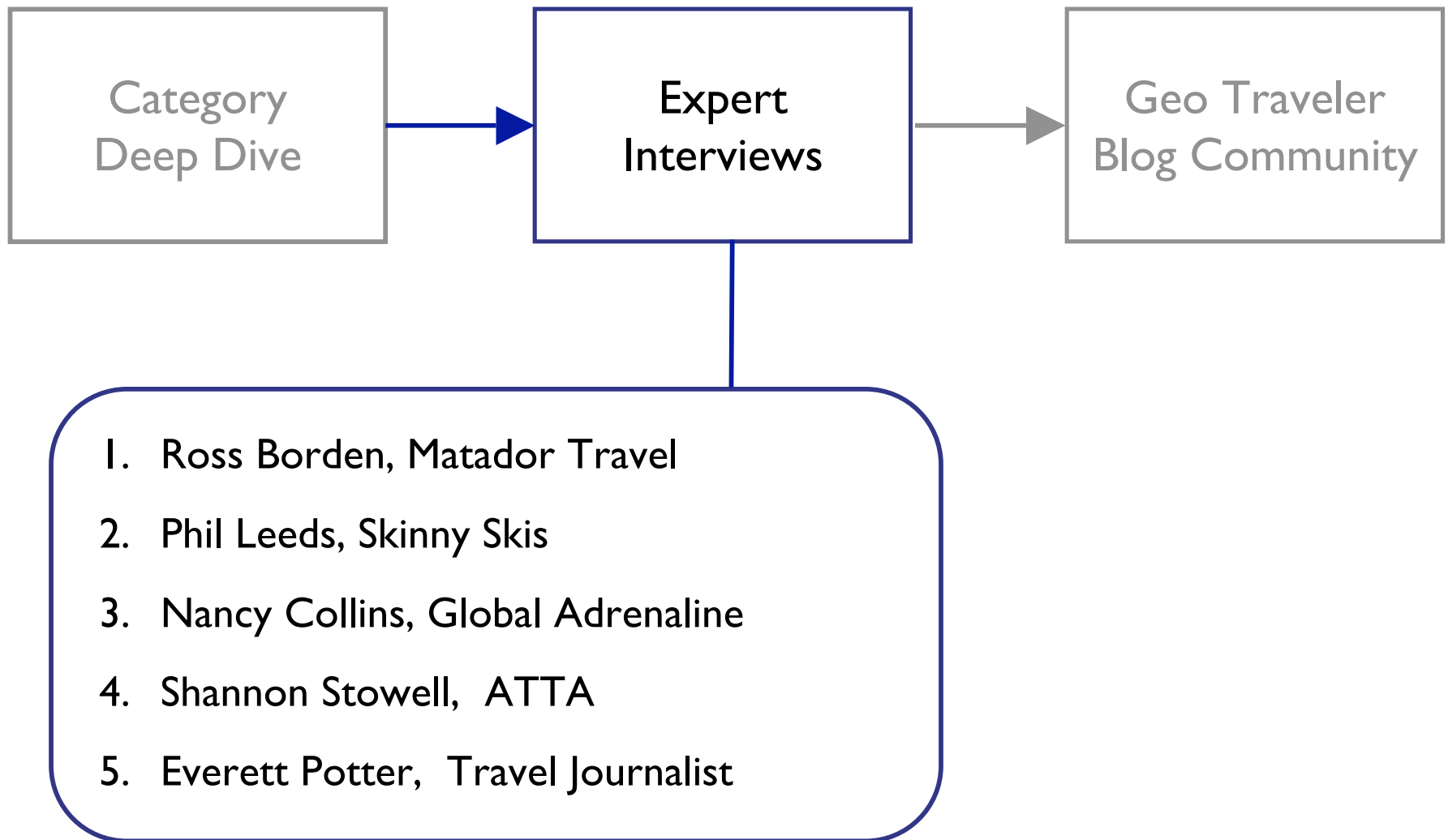
Who is the  
Geo  
Traveler?



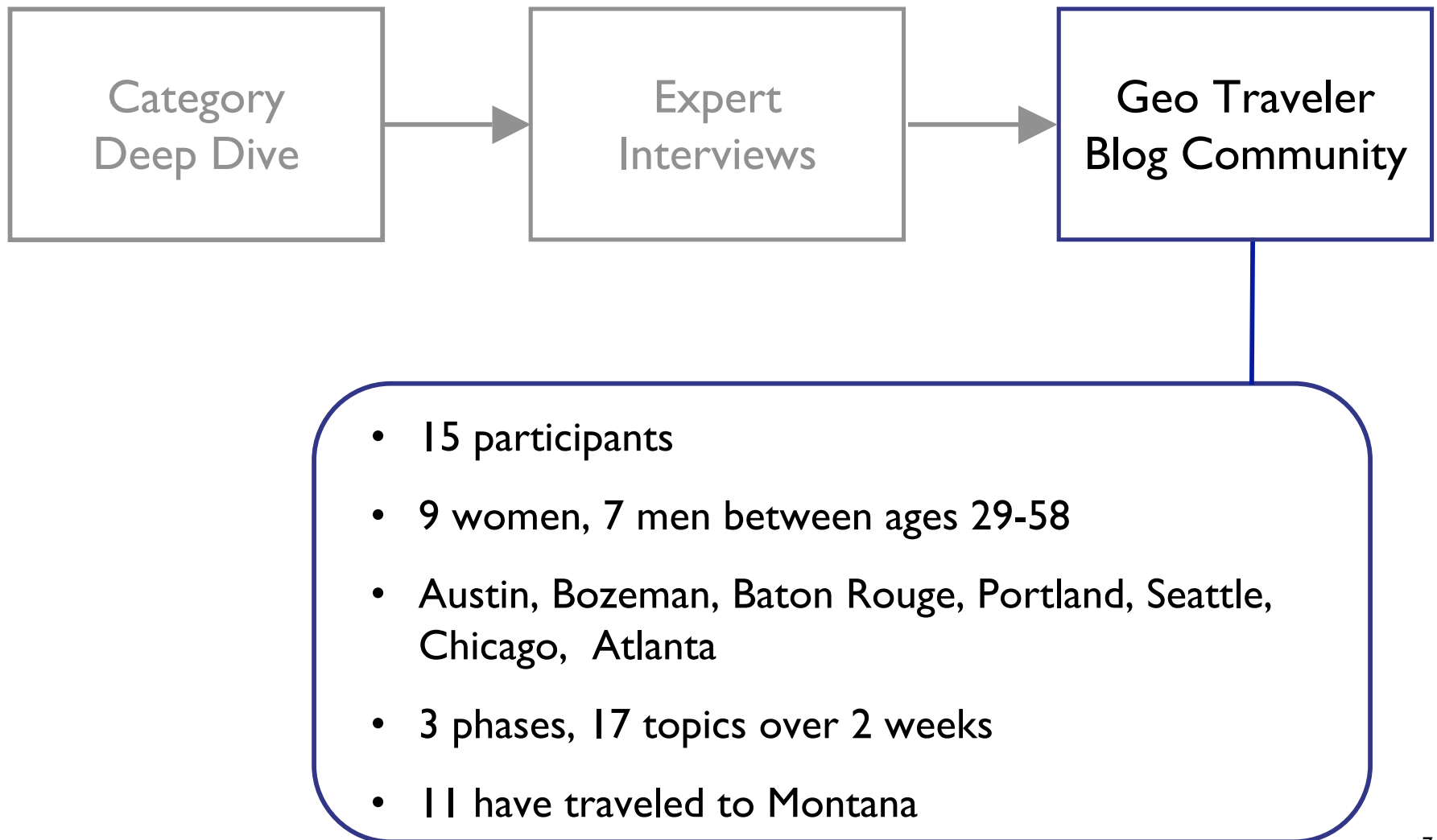
# Project Design



# Project Design



# Project Design



# I. The Travelers

5. Making the Connection



2. Essential Needs and Forces of Change

4. Geo Tourism

3. Value Equation



# The Travelers



# Ingoing Definition

The Geo-traveler is concerned with preserving a destination's geographic character— the entire combination of natural and human attributes that **make one place distinct from another**. They are interested in both the cultural and environmental concerns regarding travel as well as the local impact tourism has upon the communities and their individual economies and lifestyles.

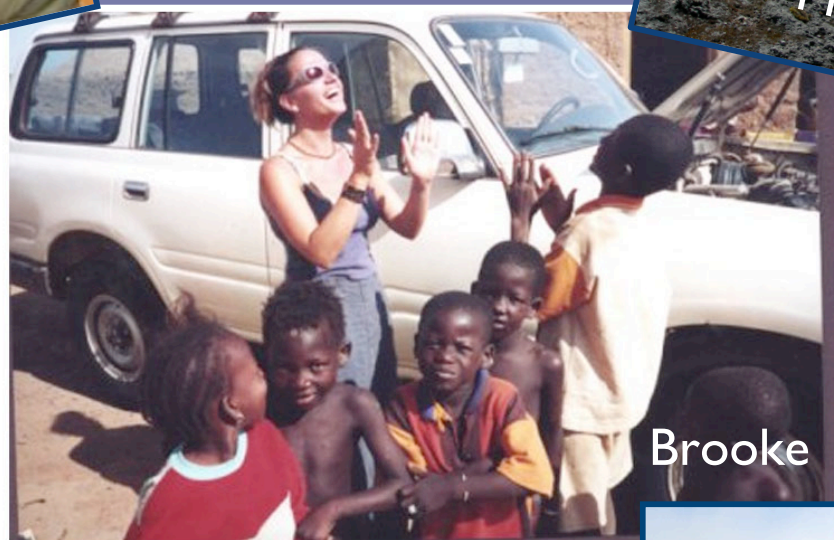
—Geotourism Study, NG and TIA, 2002



Hayden



Mariah



Brooke



Becca



Jake





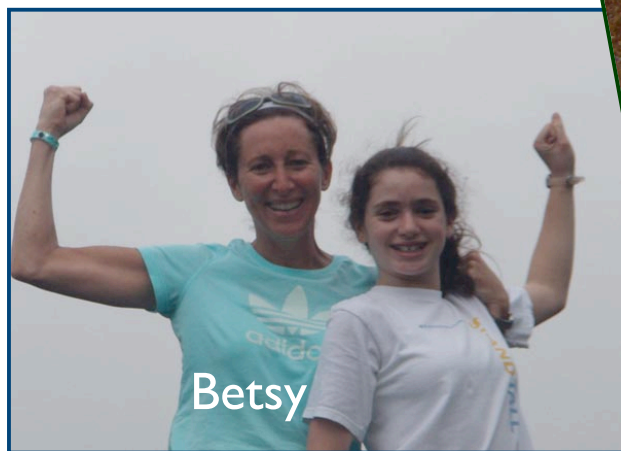
Frank



Kari



Kathleen

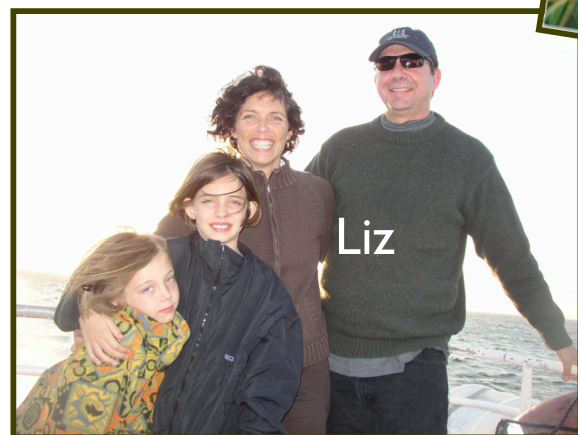


Betsy



Ron





Creative. Curious. Connected.  
Engaged. Adventurous.  
Independent. Individual. Mindful.





Creative. Curious. Connected.

Engaged. Adventurous.

Independent. Individual. Mindful.





Travel is not something they do.  
Travel is part of who they are.

*(Kathleen) Grand Canyon 2008*



# Travel Manifesto



- Immerse yourself in the culture
- Go off the beaten trail
- Get out of your comfort zone
- Allow for spontaneity
- Take a risk
- Pay attention
- Go Now

*I think travel should be a full-body experience —  
that we ought to observe and absorb the natural  
world, the culture, the language, the local arts —  
with curiosity and respect.*

*—Liz*

*This traveler has a certain disdain for conspicuous  
consumption and too much luxury as it insulates from  
the experience.*

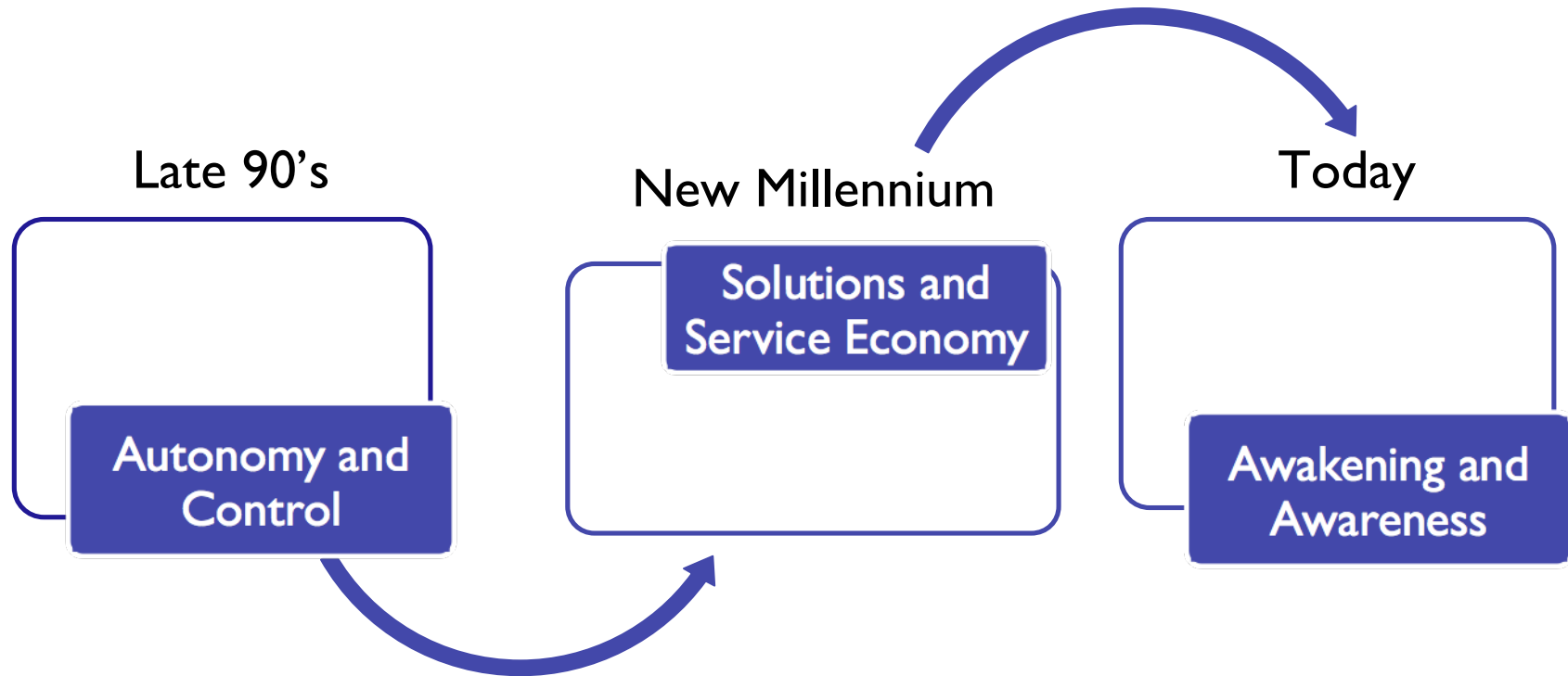
*— Everett Potter, Journalist*



# Essential Needs and Forces of Change



# Cultural Landscape

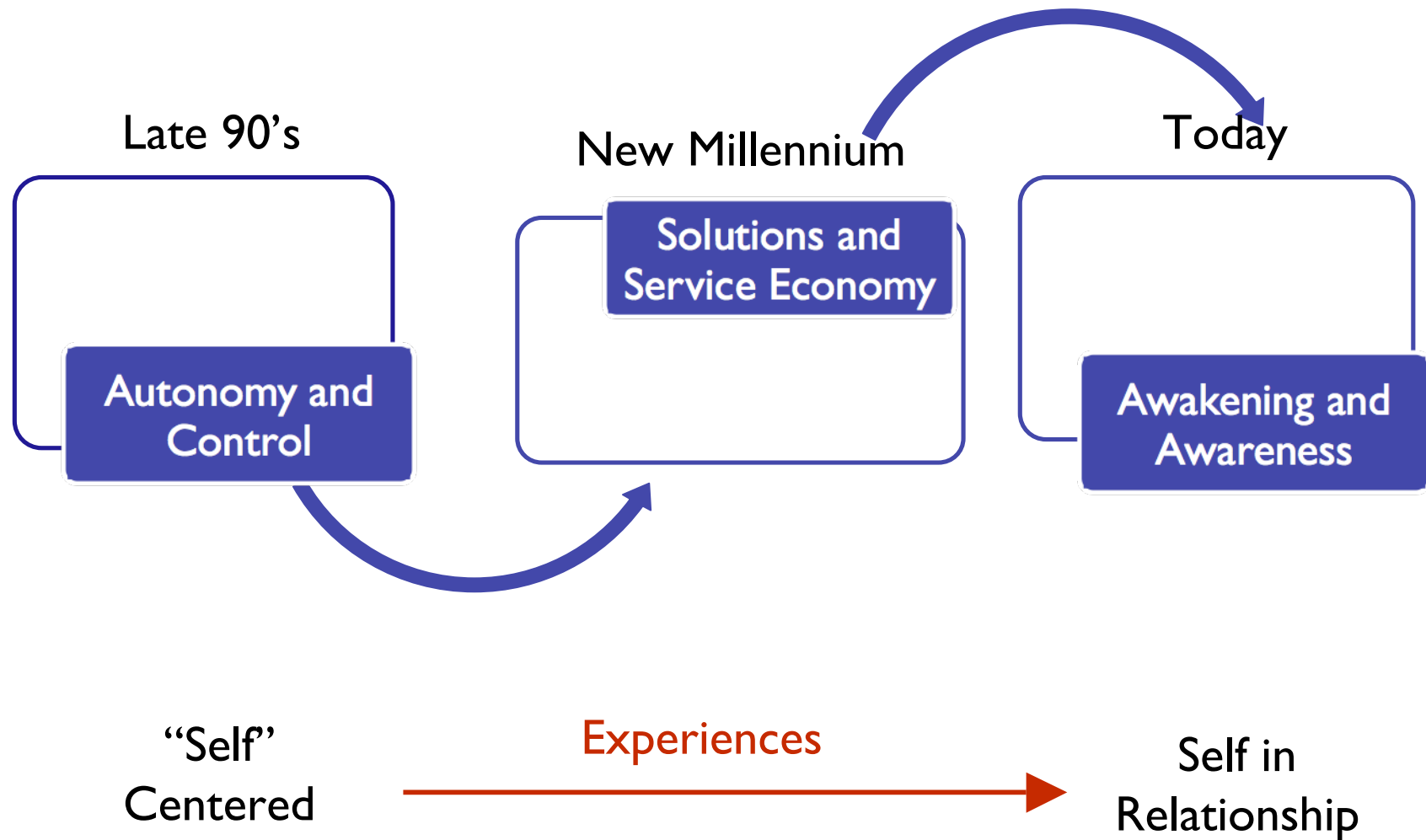


# Cultural Landscape

*Travel is more than a personal experience or one-way exchange. It is no longer about “crossing it off your list.” There is a desire to leave a footprint of yourself there. You come back different.*

— Ross Borden, Matador

# Cultural Landscape



# Forces of Change

1. Desire for customization
2. No time
3. Economic squeeze
4. Pervasive technology
5. Accessible luxury
6. Healthy planet

# Gateway Experiences





## Desire

Visit far flung destinations  
such as New Zealand and  
Central America

Safari, diving, surfing,  
caving

## Reality

→ Closer-in destinations:  
North America, Western  
Europe and Caribbean

→ Dining, Visiting  
local/state/national parks,  
Hiking, visiting place of  
historical interest

# Musings on Montana— Been There

*Hardly any people but lots of beautiful scenery,  
peaceful, serene, pure, untainted.*  
— Becca

*I see mountains, big skies filled with blue in the day &  
tons of stars at night, I feel cool air and sweet  
freedom! A sense of serenity and openness.*  
— Amy

# Musings on Montana— Not Yet

*I think of pheasant hunting and bird dogs, trucks and hardy natural people, mountains, ghost towns, and great skiing.*

*Also, there is an overnight train that goes direct from Portland to Whitefish, this has been on our family travel wish list for years.*

*— Brooke*

*Open Spaces. Clean Air. Horses. Mountains. Fresh Water. Flowers. Peace of mind. Wild West.*

*Opportunity.*

*— Betsy*



# Dynamics of Value

*To me, the worth of a  
good holiday is  
priceless.  
— Amy*



# This Economy

*“These are people who are passionate,  
so travel will be the last to go. And they  
will be the first ones back on the road.”*

*— Shannon Stowell*

*(Becca) Morning Mist over the Masai Mara, Kenya*



# Geo-Traveler Conundrum

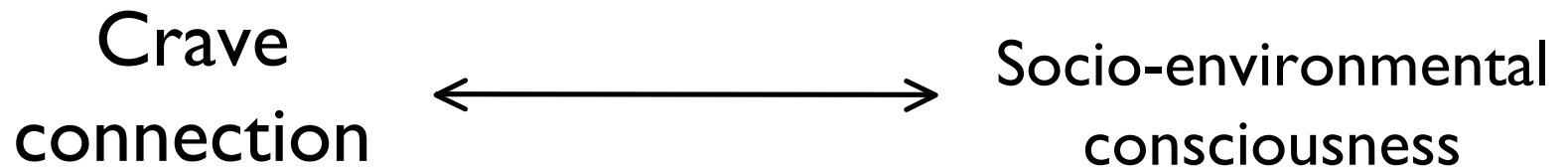





*“When our family was travelling around the world in 2003 and 2004, it became apparent that encroaching Western culture and its attendant consumerism is homogenizing many of the world’s unique indigenous cultures and environments. So to me, there is indeed a sense of urgency to visit these cultures and locales before they are lost to the mass consumer culture sweeping the globe at an ever accelerating pace.”*

*—Hayden*

# Geo-Tourism Conundrum



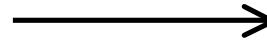
*“What is an ethical traveler? I could go back and forth on this for a long time weighing the impact vs benefit of quality cultural exchange and social dialogue with unintended negative impact on a culture.”—Brooke*



*“It is selfish for Westerners to want cultures to remain static or the same simply for the hedonistic pleasures that come with visiting a place that is different from one’s own home.” —Mariah*

*(Mariah) Trekking in the Namibian desert at sunrise*

Challenge the word



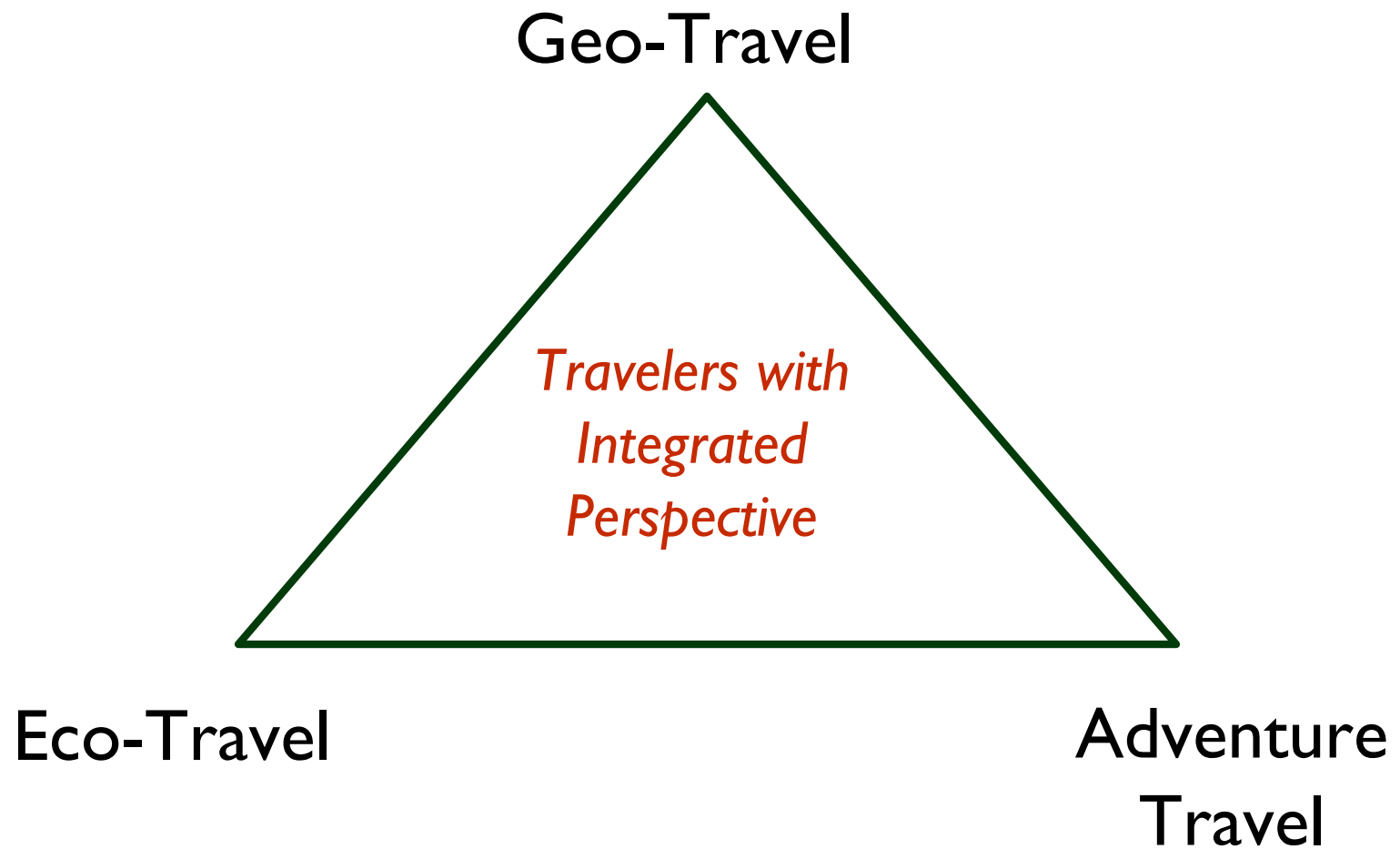
Integrative  
Holistic  
Authentic  
Receptive  
Culture  
Geo Explorer  
Ethical

If driven by respect and  
support.  
Must allow for connection  
and exchange.



(Mainly) Embrace the  
concept.

# Convergence





# Making the Connection

# Media Orientation







[www.spotinquiry.com](http://www.spotinquiry.com)

Bon Voyage!